



Chelan Douglas Regional Port Authority Regional Sports Complex Feasibility Study

Consultant Interview



March 15, 2023



Today's Agenda

- 1 Team Introductions
- 2 Setting the Scene – Why we are the Best Partner for CDRPA
- 3 Community Engagement
- 4 Outcomes of the Final Study
- 5 Why Work with Berry Dunn?
- 6 Open Q and A



1 Team Introductions

Joining Us Today

Today's Presenters



Jeff Milkes, MS, CPRP

Project Manager



Tom Diehl, MS, CPRP

Manager



Bill LaRue

Landscape Architect



Bill Weaver

Project Director





2 Setting The Scene: Why We Are the Best Partner for CDRPA

Experience

We have worked with rural and urban communities and understand the market differences between these agencies

Our team has completed many projects in Washington, Idaho and Oregon, including:

Large urban areas:

- Tualatin Hills Park and Recreation District, Oregon
- North Clackamas Park and Recreation District, Oregon
- Kirkland, Washington
- Peninsula Metropolitan Recreation District, Washington

Rural areas:

- Moses Lake, Washington
- Sandpoint, Idaho*
- Post Falls, Idaho*
- Umatilla, Oregon



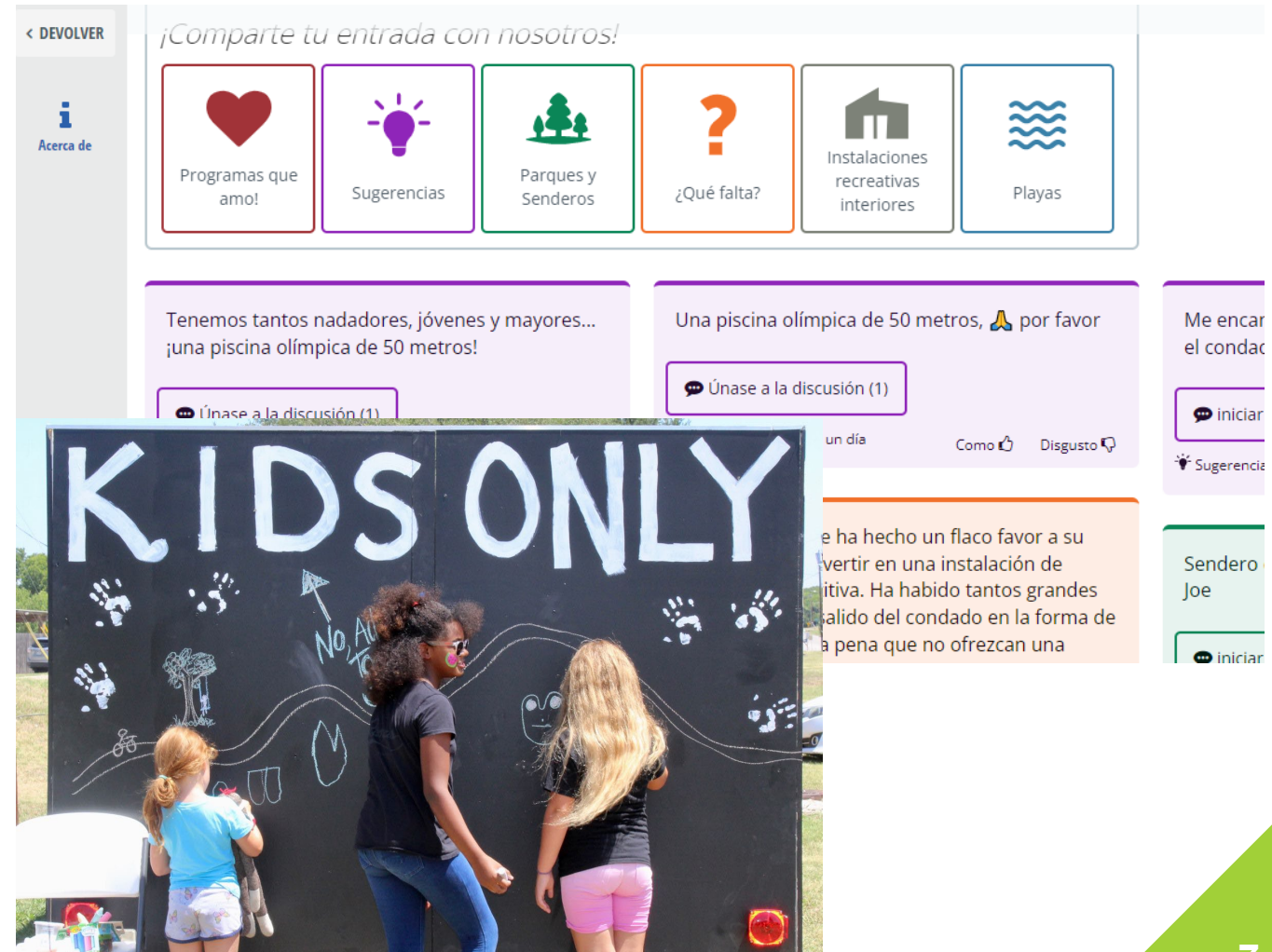
- ✓ We are former practitioners
- ✓ Local experience as former residents in the area

Reflecting the CDRPA Region

How will our outreach approach ensure the study has an accurate representation of your region's population?

Multiple Engagement Techniques

- We use multiple techniques to meet residents where they are
- Our digital tools can be translated with the Google Translate feature
- We can partner with local advocacy groups and other organizations to engage members of underserved communities
- Will customize engagement during kick-off meeting



Reflecting the CDRPA Region

How will our outreach approach ensure the study has an accurate representation of your region's population?

Focus groups with:

- Teens
- Latino community
- Sports user groups

Outreach efforts with:

- Hispanic Business Council
- Velocity Swimming
- East Wenatchee
- Cashmere
- Rock Island
- Moses Lake
- Chelan
- Bridgeport
- Leavenworth
- Douglas County
- Ellensburg
- Yakima
- Tri-cities



Experience with Pro Forma Development

Describe the analytics you will use to create the financial pro-forma

We will assess:

- Cost Recovery Philosophy (Pyramid)
- Operating Assumptions
- Detailed revenue and expenses analysis
- Fixed Costs
- Discretionary Costs
- Opportunities for Revenue
- Tourist Opportunities Identification (outside the pro-forma)
- Other Similar Facilities

Based on our operations experience, we will make:

- Conservative Revenue and Operational Expense Projections

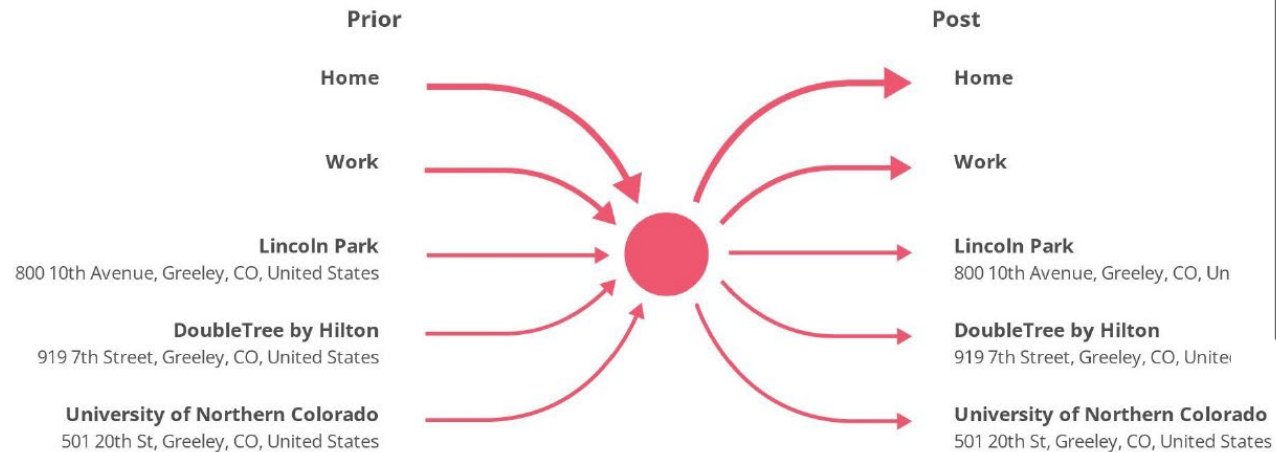


Data - Driven Approach

Outline your experience with socio-economic data gathering and analysis

Visitor Journey

Union Colony Civic Center
701 10th Ave, Greeley, CO 80631



	El Centro Aquatic Center	Elk Grove Aquatics Center	Morgan Hill Aquatic Center
Year Over Year Visits	-11.3%	-8.6%	7.5%
Visit Frequency	3.02	3.44	3.54
Total Yearly Visitors	5.8K	37.4K	38K
Total Yearly Visit	17.6K	128.8K	134.5K
Busy days	Wednesday	Saturday/ Tuesday	Saturday/ Sunday
Busiest Times	4-6pm	4-6pm	12pm; 4pm
Average Visit Time	97 min	105 min	102 min

Show by: Location | Feb 17th, 2021 - Feb 17th, 2022
Data provided by Placer Labs Inc. (www.placer.ai)



Our Objective Approach

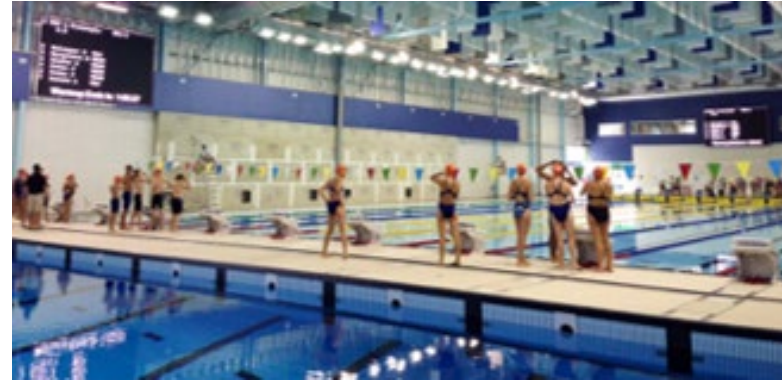
Describe your approach to the existing facility assessment – reach, unbiased data, etc.



- Document current conditions
- Conduct interviews with operational staff
- Identify deficiencies regarding local health codes, serviceability, accessibility, and best practices
- Develop recommendations for repairs, renovations, and/or replacements

Our Objective Approach

Describe your approach to the existing facility assessment – reach, unbiased data, etc.



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Our Objective Approach

Describe your approach to the existing facility assessment – reach, unbiased data, etc.

- **Inventory for Reach** – Best Regional Site Location for Community Access
 - Performance Fields
 - Recreation Fields
- **Facility Level of Service (LOS)** - Condition of Venue Supporting Existing Activities
- **Existing Programming** – Spectator Seating, Lighting, Special Events

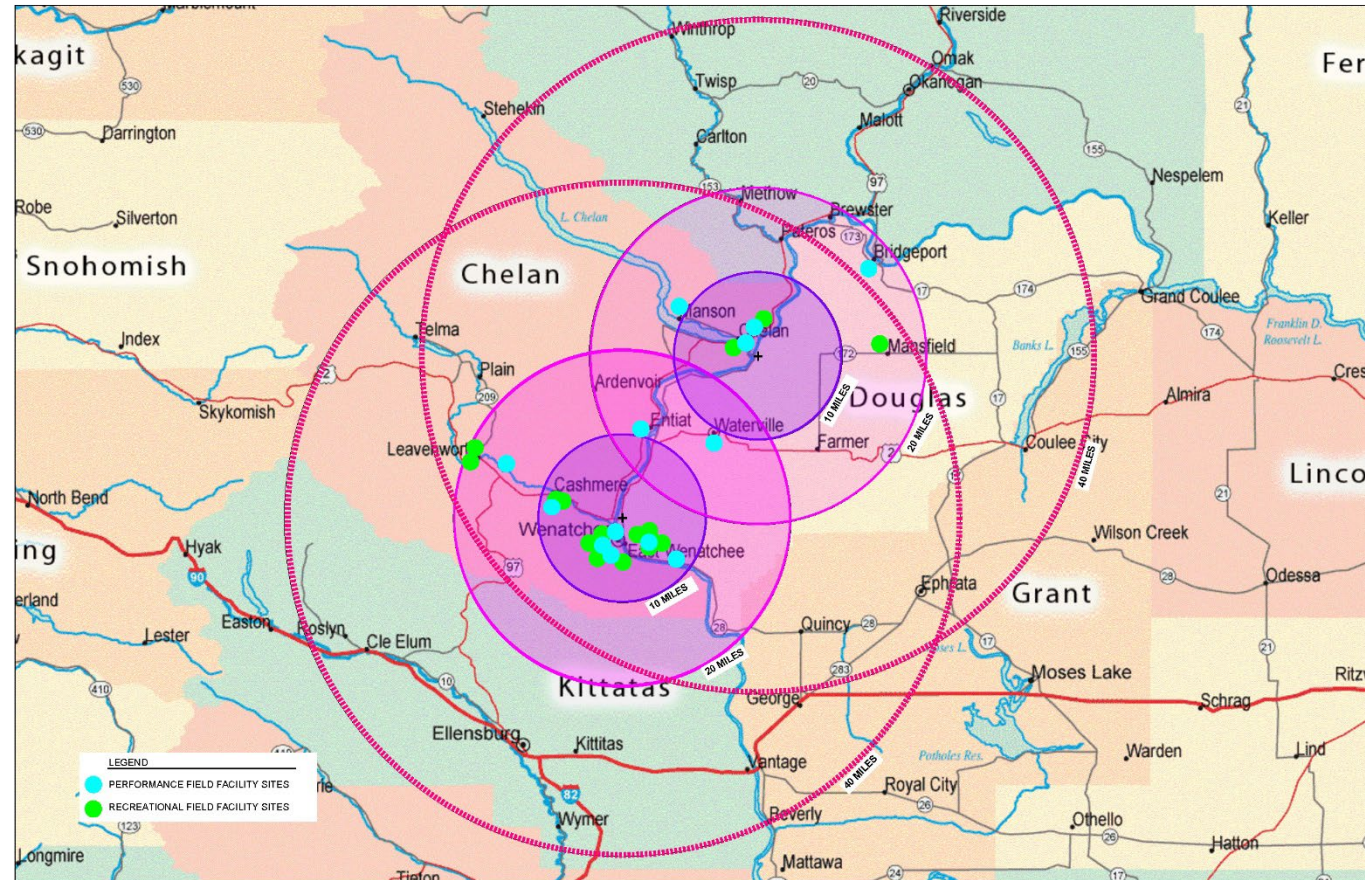


Our Objective Approach

Describe your approach to the existing facility assessment – reach, unbiased data, etc.

- **Inventory for Reach – Best Regional Site Location for Community Access**

- Performance Fields
- Recreation Fields
- Water Parks
- Aquatic Facilities

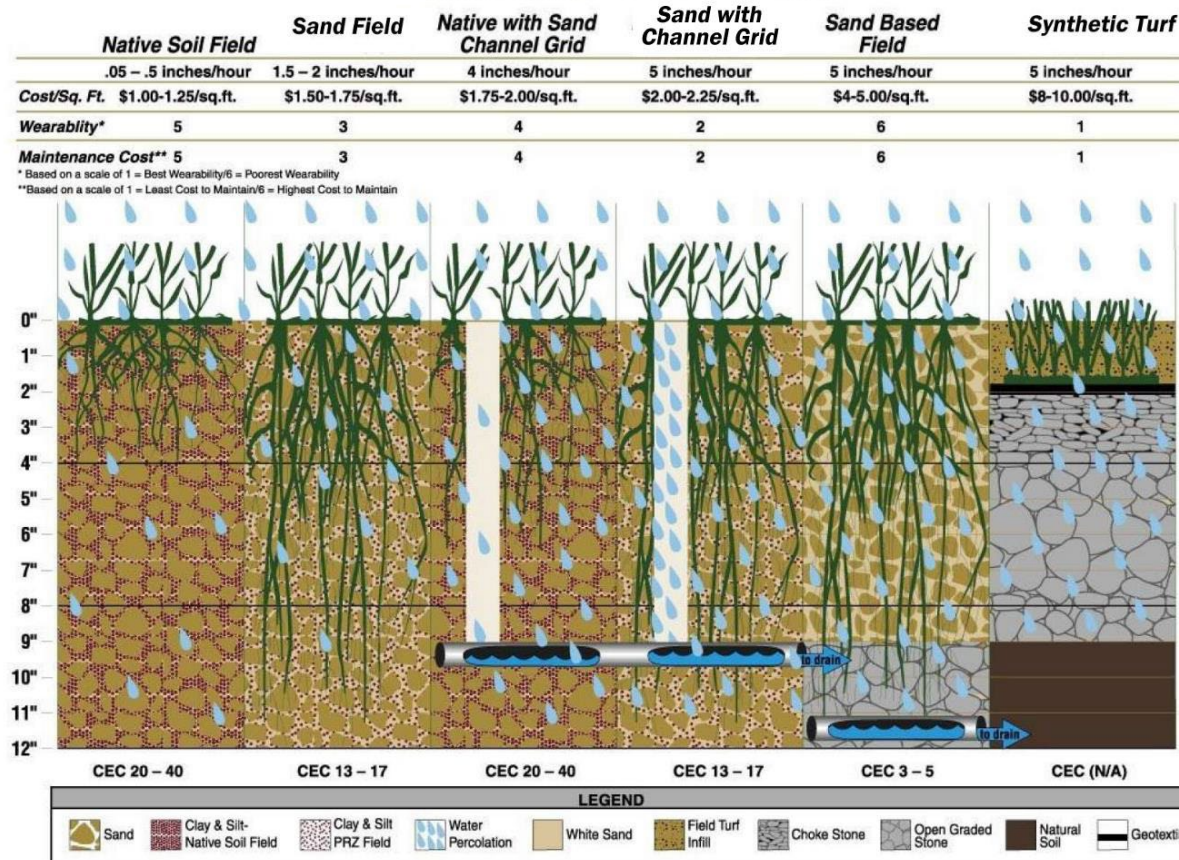


Our Objective Approach

Describe your approach to the existing facility assessment – reach, unbiased data, etc.

- **Facility Level of Service (LOS) - Condition of Venue**
Supporting Existing Activities

Soil Profile - Percolation



Our Objective Approach

Describe your approach to the existing facility assessment – reach, unbiased data, etc.

- Existing Programming– Spectator Seating, Lighting, Special Events

CURRENT FACILITY USE
Kibbie Fields: Sept. 8-Oct. 23

University of Idaho

Time	Monday				Tuesday				Wednesday				Thursday				Friday				Saturday				Sunday							
	Field 1	Field 2	Field 3	Field 4	Field 1	Field 2	Field 3	Field 4	Field 1	Field 2	Field 3	Field 4	Field 1	Field 2	Field 3	Field 4	Field 1	Field 2	Field 3	Field 4	Field 1	Field 2	Field 3	Field 4	Field 1	Field 2	Field 3	Field 4				
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* NOTE: Flag Football & Softball Operate on Opposite Seasons (Flag football: Sept. 8-Oct. 23 Softball: March 22-April 29)
** NOTE: Football practices on Thursdays depending on their game schedule. Usually only half the time it is occupied.

Numbers of Games Per Week	Number of Games Per Semester
Varsity Practice 0	Varsity Sports 0
Club Practice 0	Club Practice 0
Flag Football 8	Flag Football 48

PROPOSED FACILITY USE WITH TURF AND LIGHTS
Kibbie Fields: Sept. 8-Oct. 23

Time	Monday				Tuesday				Wednesday				Thursday				Friday				Saturday				Sunday			
	Field 1	Field 2	Field 3	Field 4	Field 1	Field 2	Field 3	Field 4	Field 1	Field 2	Field 3	Field 4	Field 1	Field 2	Field 3	Field 4	Field 1	Field 2	Field 3	Field 4	Field 1	Field 2	Field 3	Field 4	Field 1	Field 2	Field 3	Field 4
7:00 AM	Team Conditioning	ROT C	ROT C	Team Conditioning	ROT C	ROT C	Team Conditioning	ROT C	Team Conditioning	ROT C	ROT C	Team Conditioning	ROT C	ROT C	Team Conditioning	ROT C	Team Conditioning	ROT C	ROT C	Team Conditioning	ROT C	ROT C	Team Conditioning	ROT C				
8:00 AM	Team Conditioning	ROT C	ROT C	Team Conditioning	ROT C	ROT C	Team Conditioning	ROT C	Team Conditioning	ROT C	ROT C	Team Conditioning	ROT C	ROT C	Team Conditioning	ROT C	Team Conditioning	ROT C	ROT C	Team Conditioning	ROT C	ROT C	Team Conditioning	ROT C				
9:00 AM	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Co-Ed Soccer	Co-Ed Soccer	Co-Ed Soccer	
10:00 AM	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Co-Ed Soccer	Co-Ed Soccer	Co-Ed Soccer	
11:00 AM	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Co-Ed Soccer	Co-Ed Soccer	Co-Ed Soccer	
12:00 PM	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Classes	Rugby Tournament	Rugby Tournament	Rugby Tournament	Rugby Tournament
1:00 PM	Club sports	Club sports	Club sports	Club sports	Club sports	Club sports	Club sports	Club sports	Club sports	Club sports	Club sports	Club sports	Club sports	Club sports	Club sports	Club sports	Club sports	Club sports	Club sports	Club sports	Club sports	Club sports	Club sports	Club sports	Co-Ed Soccer	Co-Ed Soccer	Co-Ed Soccer	
2:00 PM	Club sports	Club sports	Club sports	Club sports	Club sports	Club sports	Club sports	Club sports	Club sports	Club sports	Club sports	Club sports	Club sports	Club sports	Club sports	Club sports	Club sports	Club sports	Club sports	Club sports	Club sports	Club sports	Club sports	Club sports	Co-Ed Soccer	Co-Ed Soccer	Co-Ed Soccer	
3:00 PM	Sprint				Sprint				Sprint				Sprint				Sprint				Sprint				Men's & Women's Rugby Practice	Club Baseball Practice		
4:00 PM	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB
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12:00 AM	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB	Flag FB

Numbers of Games Per Week	Number of Games Per Semester
Varsity Practice 0	Varsity Sports 0
Club Practice 0	Club Practice 0
Flag Football 102	Flag Football 612
4 vs 4 Flag Football 28	4 vs 4 Flag Football 168
Co-Ed Ultimate Frisbee 14	Co-Ed Ultimate Frisbee 84
Co-Ed Soccer 14	Co-Ed Soccer 84
Club Tournament 2	Club Tournament 12



Our Objective Approach

Our approach to the existing facility assessment – reach, unbiased data, etc.

- **Mead, Washington – BW completed facility as a comparable facility**

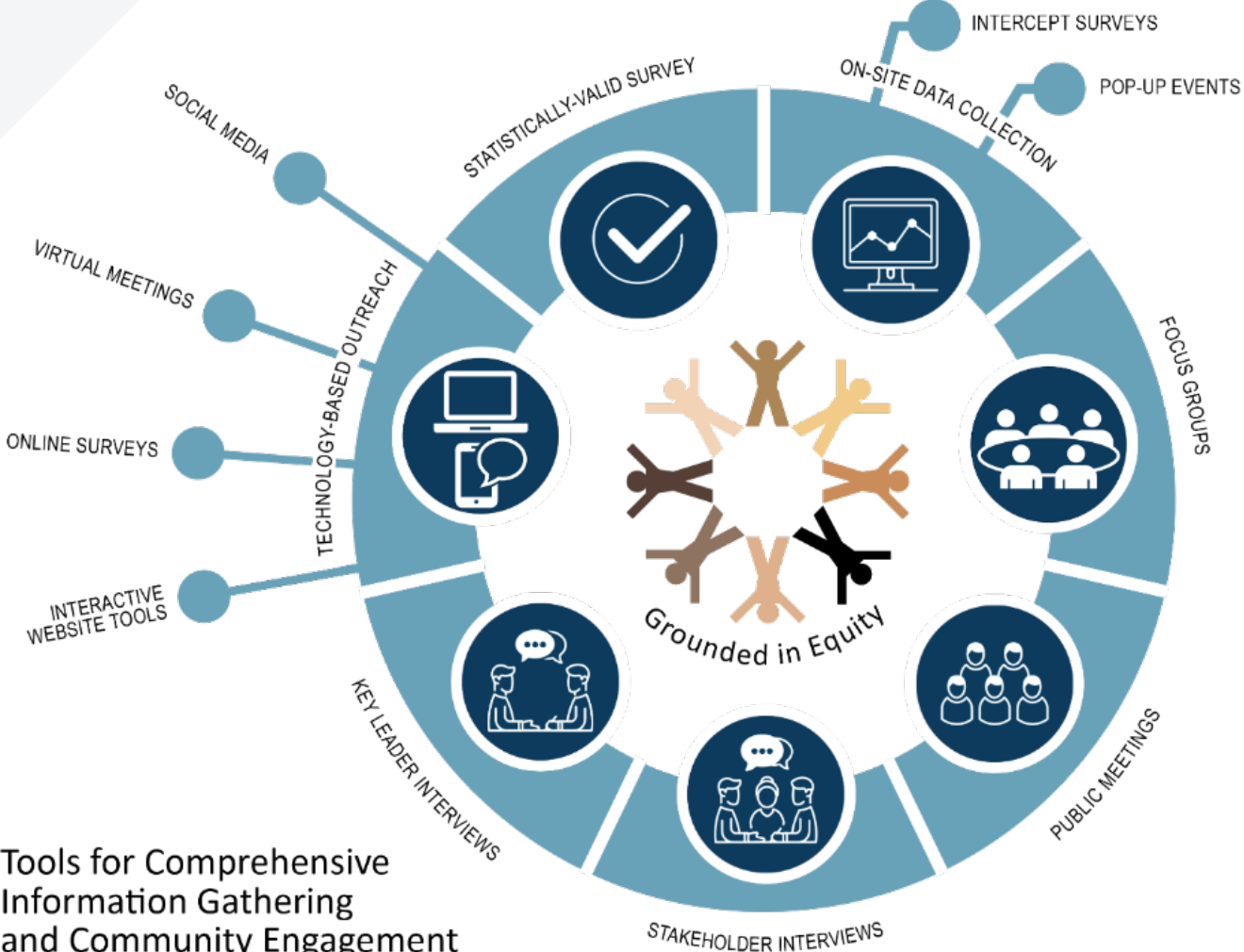




3

Community Engagement

Targeted Community Engagement



Tools for Comprehensive Information Gathering and Community Engagement



Engaging Local and Out of Area Communities

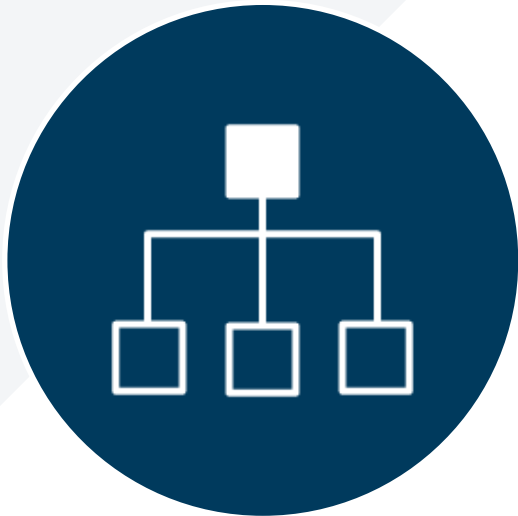
How will you engage local and out of area sporting communities to determine demand?

- We will engage local sports groups and associations that run sports organizations as well as municipalities within the CDRPA service area
- Social Pinpoint website and survey opportunities



Working Together

Our plan to work with the steering committee – suggested check ins, in person vs. virtual, gathering feedback, etc.



▲ Clear Roles and Responsibilities

Detail the Project Work Plan at the Beginning of the Project



▲ Collaborative Tools

We have Sharepoint and other collaborative tools



▲ Customer Service Excellence

Several of our team members are fairly local. We are easily accessible



▲ Regular Check-Ins

We will host bi-weekly check-ins with the PM and regular check-ins with the Steering Committee



How Could CDRPA Improve this Project?

The CDRPA presented an excellent scope of work. We would recommend the following changes:

- Open to ideas and opportunities to maximize usage and revenue, while controlling expenses
- Open to alternative field surfaces
- Emphasis on innovative aquatics facility design
- Consider statistically valid community survey
- Capital funding opportunities should consider many capital funding opportunities; should increase emphasis on operating and maintenance needs





4 Outcomes of the Final Study

▲ Create an Implementable Study



Objective
Third Party



Recommendations
Rooted
in Engagement



Committed to
Transparency
and Knowledge
Sharing

“BerryDunn was able to help us by...listening! The biggest help was that staff felt heard and that the process and plan was catered to our needs instead of a template plan that we were fit into.”

Canton, Michigan





5

Why Work with Berry Dunn?

Why us?



**Continuity with other
planning efforts**



One project, one team



**Shared values, flexible
process**



**Local presence and community
connection**



**National perspective, local
expertise**

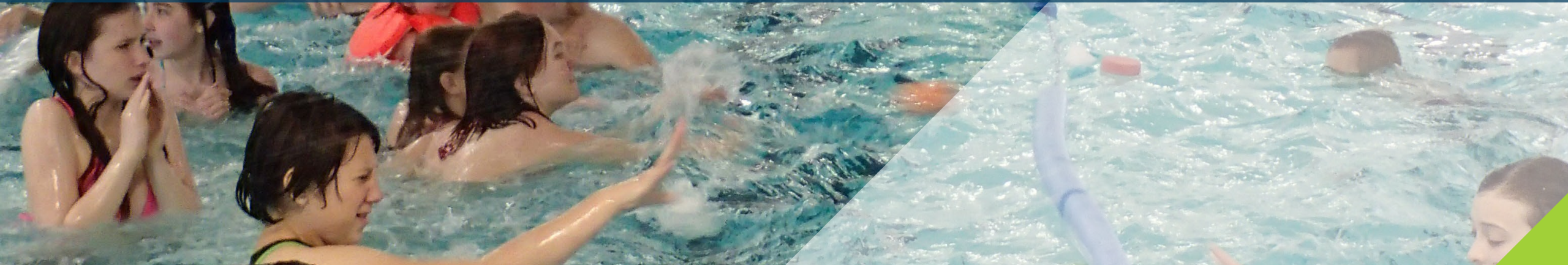


**Commitment to actionable
implementation**



6 Open Q and A

Thank You!



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March 15, 2023

Our Objective Approach

Our approach to the existing facility assessment – reach, unbiased data, etc.

- **Stakeholder Interviews** – Predetermined Data Collection for unbiased response – Interview Actual User Groups, Sli.do broader demographic

